



# Station Order Revised Heinrich for Senate 2012

**Market:** Albuquerque

**Flight Dates:** Monday, September 10, 2012 to Sunday, September 16, 2012

|             |
|-------------|
| Estimate ID |
| 11804       |

**Contact:** Jim Giudicessi

**Email:** Jim.Giudicessi@kraq.com

**Phone:** 505-246-2222

**Fax:** 505-944-0259

**Direct:** 505-998-9530

*Jim*  
*9/5/12*

## KASA-TV

| Program Name                                   | DP | Length | Days | Gross Rate | Mon<br>Sep<br>10 | Tue<br>Sep<br>11 | Wed<br>Sep<br>12 | Thu<br>Sep<br>13 | Fri<br>Sep<br>14 | Sat<br>Sep<br>15 | Sun<br>Sep<br>16 | Total |
|--|----|--------|------|------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------|
| Judge Mathis                                   | DT | M-F    |      | \$75.00    |                  |                  | 1                |                  |                  | 1                |                  | 2     |
| 1:00 PM 2:00 PM                                |    | 30     |      | \$150.00   |                  |                  |                  |                  |                  |                  |                  |       |
| Sold out at LUR per KASA. Move to L3 to clear. |    |        |      |            |                  |                  |                  |                  |                  |                  |                  |       |
| Ricki Lake                                     | EF | M-F    |      | \$75.00    | 2                |                  | 1                | 2                | 1                |                  |                  | 6     |
| 3:00 PM 4:00 PM                                |    | 30     |      | \$450.00   |                  |                  |                  |                  |                  |                  |                  |       |
| Sold out at LUR per KASA. Move to L3 to clear. |    |        |      |            |                  |                  |                  |                  |                  |                  |                  |       |
| Funny Videos                                   | EF | M-F    |      | \$100.00   | 1                |                  | 2                | 1                | 2                |                  |                  | 6     |
| 4:00 PM 5:00 PM                                |    | 30     |      | \$600.00   |                  |                  |                  |                  |                  |                  |                  |       |
| Sold out at LUR per KASA. Move to L3 to clear. |    |        |      |            |                  |                  |                  |                  |                  |                  |                  |       |
| Extra  | EF | M-F    |      | \$100.00   | 1                |                  | 1                | 1                | 1                |                  |                  | 4     |
| 5:00 PM 5:30 PM                                |    | 30     |      | \$400.00   |                  |                  |                  |                  |                  |                  |                  |       |
| Family Feud                                    | PA | M-F    |      | \$200.00   | 1                |                  | 1                | 1                | 1                |                  |                  | 4     |
| 6:00 PM 6:30 PM                                |    | 30     |      | \$800.00   |                  |                  |                  |                  |                  |                  |                  |       |
| Family Feud                                    | PA | M-F    |      | \$200.00   | 1                |                  | 1                | 1                | 1                |                  |                  | 4     |
| 6:30 PM 7:00 PM                                |    | 30     |      | \$800.00   |                  |                  |                  |                  |                  |                  |                  |       |
| Hell's Kitchen                                 | PT | M      |      | \$800.00   | 1                |                  |                  |                  |                  |                  |                  | 1     |
| 7:00 PM 8:00 PM                                |    | 30     |      | \$800.00   |                  |                  |                  |                  |                  |                  |                  |       |
| Masterchef                                     | PT | M      |      | \$800.00   | 1                |                  |                  |                  |                  |                  |                  | 1     |
| 8:00 PM 9:00 PM                                |    | 30     |      | \$800.00   |                  |                  |                  |                  |                  |                  |                  |       |
| X-Factor                                       | PT | W      |      | \$1,300.00 |                  |                  | 1                |                  |                  |                  |                  | 1     |
| 7:00 PM 9:00 PM                                |    | 30     |      | \$1,300.00 |                  |                  |                  |                  |                  |                  |                  |       |
| X-Factor                                       | PT | Th     |      | \$2,100.00 |                  |                  |                  | 1                |                  |                  |                  | 1     |
| 7:00 PM 8:00 PM                                |    | 30     |      | \$2,100.00 |                  |                  |                  |                  |                  |                  |                  |       |
| Sold out at LUR per KASA. Move to L3 to clear. |    |        |      |            |                  |                  |                  |                  |                  |                  |                  |       |
| Touch  | PT | F      |      | \$500.00   |                  |                  |                  |                  | 1                |                  |                  | 1     |
| 7:00 PM 8:00 PM                                |    | 30     |      | \$500.00   |                  |                  |                  |                  |                  |                  |                  |       |
| Sold out at LUR per KASA. Move to L3 to clear. |    |        |      |            |                  |                  |                  |                  |                  |                  |                  |       |
| KASA 9p News                                   | LN | M-F    |      | \$400.00   | 2                |                  | 1                | 1                | 1                |                  |                  | 5     |
| 9:00 PM 9:30 PM                                |    | 30     |      | \$2,000.00 |                  |                  |                  |                  |                  |                  |                  |       |

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/5/2012 5:02:46 PM

KASA-TV

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suzannel@mediastrategies.com



# Station Order Revised Heinrich for Senate 2012

**Market:** Albuquerque

**Flight Dates:** Monday, September 10, 2012 to Sunday, September 16, 2012

|             |
|-------------|
| Estimate ID |
| 11804       |

**Contact:** Jim Giudicessi

**Phone:** 505-246-2222

**Email:** Jim.Giudicessi@krqe.com

**Fax:** 505-944-0259

**Direct:** 505-998-9530

## KASA-TV

| Program Name                                   | DP | Length    | Days | Gross Rate             | Mon<br>Sep<br>10 | Tue<br>Sep<br>11 | Wed<br>Sep<br>12 | Thu<br>Sep<br>13 | Fri<br>Sep<br>14 | Sat<br>Sep<br>15 | Sun<br>Sep<br>16 | Total     |
|--|----|-----------|------|------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------|
| KASA 9:30p News<br>9:30 PM 10:00 PM            | LN | M-F<br>30 |      | \$300.00<br>\$1,500.00 | 1                |                  | 1                | 2                | 1                |                  |                  | 5         |
| Saturday 9p News<br>9:00 PM 9:30 PM            | LN | Sa<br>30  |      | \$275.00<br>\$275.00   |                  |                  |                  |                  |                  | 1                |                  | 1         |
| Saturday 9:30p News<br>9:30 PM 10:00 PM        | LN | Sa<br>30  |      | \$250.00<br>\$250.00   |                  |                  |                  |                  |                  | 1                |                  | 1         |
| Sunday 9:30p News<br>9:30 PM 10:00 PM          | LN | Su<br>30  |      | \$700.00<br>\$700.00   |                  |                  |                  |                  |                  |                  | 1                | 1         |
| Sold out at LUR per KASA. Move to L3 to clear. |    |           |      |                        |                  |                  |                  |                  |                  |                  |                  |           |
| <b>Station Gross Totals</b>                    |    |           |      | <b>\$13,425.00</b>     | <b>11</b>        |                  | <b>10</b>        | <b>10</b>        | <b>10</b>        | <b>2</b>         | <b>1</b>         | <b>44</b> |

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastراتيجies.com

Date/Time Sent: 9/5/2012 5:02:47 PM

KASA-TV

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# Station Buy Detail Albuquerque-Santa Fe,TV

Est ID: 11804

**Client:** Heinrich for Senate 2012

**Flight Dates:** Monday, September 10, 2012 to Sunday, September 16, 2012

## KASA-TV

| Program Name                                   | DP | Length | Days | Mon    |            |            |            |            |            |            | Total |  |  |
|--|----|--------|------|--------|------------|------------|------------|------------|------------|------------|-------|--|--|
|  |    |        |      | Sep 10 | Tue Sep 11 | Wed Sep 12 | Thu Sep 13 | Fri Sep 14 | Sat Sep 15 | Sun Sep 16 | Total |  |  |
| Judge Mathis<br>1:00 PM - 2:00 PM              | DT | M-F    | 30   |        |            | 1          |            | 1          |            |            | 2     |  |  |
| Sold out at LUR per KASA. Move to L3 to clear. |    |        |      |        |            |            |            |            |            |            |       |  |  |
| Ricki Lake                                     | EF | M-F    |      | 2      |            | 1          | 2          | 1          |            |            | 6     |  |  |
| 3:00 PM - 4:00 PM                              |    | 30     |      |        |            |            |            |            |            |            |       |  |  |
| Sold out at LUR per KASA. Move to L3 to clear. |    |        |      |        |            |            |            |            |            |            |       |  |  |
| Funny Videos                                   | EF | M-F    |      | 1      |            | 2          | 1          | 2          |            |            | 6     |  |  |
| 4:00 PM - 5:00 PM                              |    | 30     |      |        |            |            |            |            |            |            |       |  |  |
| Sold out at LUR per KASA. Move to L3 to clear. |    |        |      |        |            |            |            |            |            |            |       |  |  |
| Extra  | EF | M-F    |      | 1      |            | 1          | 1          | 1          |            |            | 4     |  |  |
| 5:00 PM - 5:30 PM                              |    | 30     |      |        |            |            |            |            |            |            |       |  |  |
| Family Feud                                    | PA | M-F    |      | 1      |            | 1          | 1          | 1          |            |            | 4     |  |  |
| 6:00 PM - 6:30 PM                              |    | 30     |      |        |            |            |            |            |            |            |       |  |  |
| Family Feud                                    | PA | M-F    |      | 1      |            | 1          | 1          | 1          |            |            | 4     |  |  |
| 6:30 PM - 7:00 PM                              |    | 30     |      |        |            |            |            |            |            |            |       |  |  |
| Hell's Kitchen                                 | PT | M      |      | 1      |            |            |            |            |            |            | 1     |  |  |
| 7:00 PM - 8:00 PM                              |    | 30     |      |        |            |            |            |            |            |            |       |  |  |
| X-Factor                                       | PT | W      |      |        | 1          |            |            |            |            |            | 1     |  |  |
| 7:00 PM - 9:00 PM                              |    | 30     |      |        |            |            |            |            |            |            |       |  |  |
| X-Factor                                       | PT | Th     |      |        |            | 1          |            |            |            |            | 1     |  |  |
| 7:00 PM - 8:00 PM                              |    | 30     |      |        |            |            |            |            |            |            |       |  |  |
| Sold out at LUR per KASA. Move to L3 to clear. |    |        |      |        |            |            |            |            |            |            |       |  |  |
| Touch  | PT | F      |      |        |            |            |            | 1          |            |            | 1     |  |  |
| 7:00 PM - 8:00 PM                              |    | 30     |      |        |            |            |            |            |            |            |       |  |  |
| Sold out at LUR per KASA. Move to L3 to clear. |    |        |      |        |            |            |            |            |            |            |       |  |  |
| Masterchef                                     | PT | M      |      | 1      |            |            |            |            |            |            | 1     |  |  |
| 8:00 PM - 9:00 PM                              |    | 30     |      |        |            |            |            |            |            |            |       |  |  |
| Saturday 9p News                               | LN | Sa     |      |        |            |            |            |            | 1          |            | 1     |  |  |
| 9:00 PM - 9:30 PM                              |    | 30     |      |        |            |            |            |            |            |            |       |  |  |
| KASA 9p News                                   | LN | M-F    |      | 2      |            | 1          | 1          | 1          |            |            | 5     |  |  |
| 9:00 PM - 9:30 PM                              |    | 30     |      |        |            |            |            |            |            |            |       |  |  |

## Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

KASA-TV

Jim Giudicessi

13 Broadcast Plz SW Albuquerque NM

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# Station Buy Detail Albuquerque-Santa Fe, TV

Est ID: 11804

**Client:** Heinrich for Senate 2012

**Flight Dates:** Monday, September 10, 2012 to Sunday, September 16, 2012

## KASA-TV

| Program Name                                   | DP | Length | Days | Rate                   | Mon       | Tue    | Wed       | Thu       | Fri       | Sat      | Sun      | Total     |
|--|----|--------|------|------------------------|-----------|--------|-----------|-----------|-----------|----------|----------|-----------|
|  |    |        |      |                        | Sep 10    | Sep 11 | Sep 12    | Sep 13    | Sep 14    | Sep 15   | Sep 16   |           |
| Saturday 9:30p News<br>9:30 PM - 10:00 PM      | LN | 30     | Sa   | \$250.00<br>\$250.00   |           |        |           |           |           | 1        |          | 1         |
| Sunday 9:30p News<br>9:30 PM - 10:00 PM        | LN | 30     | Su   | \$700.00<br>\$700.00   |           |        |           |           |           |          | 1        | 1         |
| Sold out at LUR per KASA. Move to L3 to clear. |    |        |      |                        |           |        |           |           |           |          |          |           |
| KASA 9:30p News<br>9:30 PM - 10:00 PM          | LN | 30     | M-F  | \$300.00<br>\$1,500.00 | 1         |        | 1         | 2         | 1         |          |          | 5         |
| <b>Station Totals</b>                          |    |        |      | <b>\$13,425.00</b>     | <b>11</b> |        | <b>10</b> | <b>10</b> | <b>10</b> | <b>2</b> | <b>1</b> | <b>44</b> |
| <b>Station Net</b>                             |    |        |      | <b>\$11,411.25</b>     |           |        |           |           |           |          |          |           |

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KASA-TV

Jim Giudicessi

13 Broadcast Plz SW Albuquerque NM

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# Spot Manager: All, 09/10/12-09/16/12

| Alt Order # | Advertiser | Order | Inv. Code (Book) | Time Period | Length | Priority | Channel | Product | Estimate | Air Time | Ad-ID | Rate |
|-------------|------------|-------|------------------|-------------|--------|----------|---------|---------|----------|----------|-------|------|
|-------------|------------|-------|------------------|-------------|--------|----------|---------|---------|----------|----------|-------|------|

Date: 09/10/12

Station: KASA

|                 |                                |          |        |      |                 |            |           |            |
|-----------------|--------------------------------|----------|--------|------|-----------------|------------|-----------|------------|
| POL/Heinrich fi | 203725 M-F 3-4p                | 3p-4p    | :30 P3 | KASA | HEINRICH I11804 | 3:09:24 PM | MHTV1204H | \$75.00    |
| POL/Heinrich fi | 203725 M-F 3-4p                | 3p-4p    | :30 P3 | KASA | HEINRICH I11804 | 3:48:30 PM | MHTV1202H | \$75.00    |
| POL/Heinrich fi | 203725 M-F 4-5p                | 4p-5p    | :30 P3 | KASA | HEINRICH I11804 | 4:46:18 PM | MHTV1204H | \$100.00   |
| POL/Heinrich fi | 203725 M-F 5-530p              | 5p-530p  | :30 P5 | KASA | HEINRICH I11804 | 5:14:26 PM | MHTV1204H | \$100.00   |
| POL/Heinrich fi | 203725 M-F 6p-630p             | 6p-630p  | :30 P5 | KASA | HEINRICH I11804 | 6:04:35 PM | MHTV1202H | \$150.00   |
| POL/Heinrich fi | 203725 M-F 630p-7p             | 630p-7p  | :30 P5 | KASA | HEINRICH I11804 | 6:40:25 PM | MHTV1204H | \$150.00   |
| POL/Heinrich fi | 203725 Mon Hour 1              | 7p-8p    | :30 P5 | KASA | HEINRICH I11804 | 7:39:40 PM | MHTV1204H | \$800.00   |
| POL/Heinrich fi | 203725 Mon Hour 2              | 8p-9p    | :30 P5 | KASA | HEINRICH I11804 | 8:14:35 PM | MHTV1202H | \$800.00   |
| POL/Heinrich fi | 203725 M-F News 13 on 9p-930p  | 9p-930p  | :30 P5 | KASA | HEINRICH I11804 | 9:08:31 PM | MHTV1204H | \$400.00   |
| POL/Heinrich fi | 203725 M-F News 13 on 9p-930p  | 9p-930p  | :30 P5 | KASA | HEINRICH I11804 | 9:28:15 PM | MHTV1204H | \$400.00   |
| POL/Heinrich fi | 203725 M-F News 13 on 930p-10p | 930p-10p | :30 P5 | KASA | HEINRICH I11804 | 9:38:11 PM | MHTV1202H | \$300.00   |
|                 |                                |          |        |      |                 |            |           | \$3,350.00 |
|                 |                                |          |        |      |                 |            |           | \$3,350.00 |

# Spot Manager: All, 09/10/12-09/16/12

| Alt Order # | Advertiser | Order | Inv. Code | Book | Time Period | Length | Priority | Channel | Product | Estimate | Air Time | Ad-ID | Rate |
|-------------|------------|-------|-----------|------|-------------|--------|----------|---------|---------|----------|----------|-------|------|
|-------------|------------|-------|-----------|------|-------------|--------|----------|---------|---------|----------|----------|-------|------|

Date: 09/15/12

Station: KASA

|          |
|----------|
| \$525.00 |
| \$525.00 |

Date: 09/16/12

Station: KASA

|                  |        |                 |          |     |    |      |                 |  |  |  |            |  |           |
|------------------|--------|-----------------|----------|-----|----|------|-----------------|--|--|--|------------|--|-----------|
| POL/Heinrich fir | 203725 | Su News 13 on F | 930p-10p | :30 | P3 | KASA | HEINRICH I11804 |  |  |  | 9:48:57 PM |  | \$700.00  |
|                  |        |                 |          |     |    |      |                 |  |  |  |            |  | \$700.00  |
|                  |        |                 |          |     |    |      |                 |  |  |  |            |  | \$700.00  |
|                  |        |                 |          |     |    |      |                 |  |  |  |            |  | 13,025.00 |

[Sorted by: Date]

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**      ☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

|  |                          |
|--|--------------------------|
| <b>Station and Location:</b><br>KASA-TV    Albuquerque | <b>Date:</b><br>9/5/2012 |
|--|--------------------------|

I, Media Strategies and Research

being on behalf of: Martin Heinrich, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Senate

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

| Broadcast Length           | Time of Day, Rotation or Package | Days | Class                      | Times per Week | Number of Weeks |
|----------------------------|----------------------------------|------|----------------------------|----------------|-----------------|
|                            |                                  |      |                            |                |                 |
| SEE ATTACHED SCHEDULE      |                                  |      |                            |                |                 |
| Date of First Broadcast:   |                                  |      | Date of Last Broadcast:    |                |                 |
| Monday, September 10, 2012 |                                  |      | Sunday, September 16, 2012 |                |                 |
|                            |                                  |      |                            |                |                 |

**Total Charges: \$13,425.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

### ***To Be Signed By Candidate or Authorized Committee***

Wednesday, September 05, 20

Date

*Valerie J. Borrego*

Signature

### ***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title